

24th Annual Fraud & Anti-Counterfeiting Conference

Upcoming Events**Nov 12 - 15, 2019**

St. Pete Beach, FL

NADDI 30th

Anniversary Conference

www.naddi.org**Apr 22 - 24, 2020**

Singapore

IACC Annual Spring Conference

www.iacc.org**Apr 25 - 29, 2020**

Singapore

INTA's 142nd Annual Meeting

www.inta.org**Oct 14 - 16, 2020**

25th Annual Fraud & Anti-counterfeiting Conference

Toronto, Ontario

www.ksllaw.com**24th Annual Fraud and Anti-Counterfeiting Conference****As we have evolved, so has Fraud**

September 18 – 20, 2019 Toronto, Ontario

It amazes me still that when the talk turns to “counterfeit” or “fakes” people still think of money and luxury goods; including purses, jeans and apparel being copied and that is usually followed with “what is the harm?”. I continue to enjoy the challenge of educating them on the extent of the problem and how it is more serious, that “anything” and “everything” is being illegally copied, that the issue extends into all industries including medicines and drugs, electronics, food, automotive and other facets of the transportation industry, shampoos and cosmetics that the #2 method of financing illicit activities for organized crime and terrorists is the sale of counterfeit goods and that the illegal industries regularly employ underage and forced labourers. The response to this is always stunned amazement and then the typical “Why doesn’t the government do something about it?”. That response, while true, is not the complete answer. To truly effect change “we” must also focus on self-awareness and greater education. Everyone must learn to take responsibility and do their part. Conferences like this exist so we can benefit from the exchange of ideas and help to understand how the problems keeps evolving over time. I thank all of our over 160 participants for joining in this endeavour.

Prior to the start of this year’s conference, celebrating its 24th year, a series of round table sessions were offered up to attendees. This informal gathering proved to be so successful last year that the sessions were once again offered. This year we were excited to have the following groups being led by industry leaders and special guests:

- **Cross Border Enforcement:** Update and Benefit of a Central Intake Center:
 - **Roundtable Leader:** **Supervisory Special Agent Benjamin S. Lifsey**, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC
- **Cannabis in Canada:** How is your year going? Separating myths from facts:
 - **Roundtable Leaders:** **Alison Hayman**, Partner and Co-Chair of the Intellectual Property Group, Cassels

Keynote Speakers

Brock & Blackwell LLP, Toronto, Ontario and **Det. Robert Whalen**, Toronto Police Service, 55 Division, Toronto, Ontario

- **Online Preventative Medicine:** Avoid fraudulent schemes, including Phishing attacks. Data breaches and learn why Bitcoin payments may be involved:
 - **Roundtable Leaders** **David Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP.
- **Brand Protection Technologies- Overt, Covert and Forensic:**
 - **Roundtable Leaders:** **Michael LeMieux**, Yellow Brand Protection, Boston, MA, USA: What is best for you? What exactly do the different technologies do and how do they apply to your overt, covert, and forensic requirements? How do they differ and how are they the same? Are you balancing your online versus offline enforcement needs? Ask the experts.
- **Online Investigation Best Practices:** What is old and new that works?
 - **Roundtable Leaders:** **Denise Mosteller** Senior Manager, Brand Protection, Implus, Durham, North Carolina, USA **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP.
- **Data Breaches and Privacy Information:** Effect on Fraud Investigations:
 - **Roundtable Leaders:** **Daniel Tobok**, CEO, Cyelligence Inc., Toronto, Ontario, **David Lipkus**, Partner, Kestenberg Siegal Lipkus LLP.
- **Counterfeit Medicines:**
 - **Roundtable Leader:** **Dan Zsido**, National Education & Training Director with NADDI (National Association of Drug Diversion Investigators, St. Petersburg, Florida, USA): For less than \$500, an individual with ill intent can purchase a pill press and a counterfeit pill mold that allows them to turn cheap, easily available, unregulated ingredients into a six-figure profit. Criminals rely upon these pill presses to create deadly counterfeit medications with toxic substances such as cheaply imported fentanyl (analogs).

Thank you to our Diamond Sponsor, **Yellow Brand Protection** for sponsoring our opening lunch.

This year the 24th Annual Fraud and Anti-Counterfeiting Conference was truly grateful to have speakers and attendees from all areas of the globe. All of them offered insight into their local as well as our global issues and making us realize that the words "local" and "global" can quickly become interchangeable. Country borders and geographical distances are quickly erased with less time to move between places due to the power of the internet. This reinforced the value of partnerships, greater cooperation, enhanced communication and increased training amongst intellectual property owners and various law enforcement agencies and others. As always, the importance of improving legislation and changing the status quo through the government to deliver a stronger mandate in assisting law enforcement and customs to help stop the continued increase of counterfeiting crime in Canada.

Special thanks to our opening keynote speakers, who helped to frame the narrative on the problem and get the conference off to an exciting start. Our keynote speakers were:

Lorne M. Lipkus, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

His Excellency Claudio Taffuri, Ambassador of Italy to Canada, Ottawa, Ontario

Supervisory Special Agent Benjamin S. Lifsey, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC

In addition to the presence of typical local Canadian representation the conference was once again privileged to have attendees and speakers travel to Canada from a variety of countries; including, the USA, Mexico, the EU, UK and South America. We were appreciative of your attendance and for taking the time to make it to Toronto. Attendees represented law enforcement, from Canada and other countries, Canada Revenue Agency, government, national and international organizations, investigators, intellectual property rights holders, private industry including lawyers, accountants and investigators, brand protection and several governmental agencies.

The conference has long been well-known for its more "personalized" and "hands on" approach by making sure that attendees not only had several opportunities to view/touch a wide array of counterfeit product but for its receptions, which nurtured mingling with peers in an attempt to help create relationships and contacts that might never have been and that will be there long after the conference ends. The opening reception proved to be a great way to close out the first day of the conference and allow for these networking opportunities. The opening reception was sponsored by Investigative Solutions Network Inc. (ISN) and Toyota Canada Inc.

Tequila Tromba® once again helped the festivities by treating all to a wonderful evening of responsible tequila tasting and sampling. Kudos to Eric Brass and his Tromba Team.

The conference sessions were selected to not only discuss the current fraud related issues facing all of us at this time but also to discuss upcoming issues. The information panel format was interspersed with case studies, individual presentations and product identification sessions. These panels and sessions included:

- Counterfeit Medicines
- Borders: International, National and Local Cooperation to Keep the Flow of Counterfeits Out
- Crime Stoppers - Dealing with Illicit Trade
- Fraud Preparedness: Is Your Business/Workplace Safe from Fraudsters?
- Online Fraud: Detection, Investigation, Enforcement and Ethical Issues
- The Cyber World and Counterfeitors
- Canadian Money: The New Frontiers
- Getting the Job Done—Who is Here to Help?
- Privacy issues and Interacting with Unrepresented Parties in Civil and Criminal Cases
- Resources: Industry, Agencies & Organizations
- Creative Tactics involving Fraud/Counterfeiting Cases

Intermixed with the above-mentioned panels were product identification panels and presentations by and on behalf of various brands.

The product showcase area, always a fan favorite, was as exciting as ever. An arrangement of many hundreds of counterfeit and authentic products was available through-out the Conference and attendees were given many opportunities to examine, touch and ask questions about the products on display with brand representatives eager to illustrate the best authentication techniques and tips. Once again, the items included a selection of consumer products including accessories, apparel, automotive parts, batteries, cellular phone accessories, electronics, electrical products, eyewear, footwear,

household goods, ink jet and toner cartridges, jewellery, leather goods, luxury products, makeup, novelty items, optical discs, perfume, plush toys, software, games, sporting products, toys, trading cards and videos.

Brand owner representatives attended the Conference and they were available, through-out the Conference, to discuss their products and their issues being faced. This informal setting encouraged the exchange of information and the reciprocal benefit of relevant networking. In those sections where there was no formal brand presence, the qualified staff of Kestenberg Siegal Lipkus LLP and its outside investigators, Backlit Resource Group Inc., were available to assist attendees with any questions they had concerning the product on display. They were eager to share their insights on detecting the difference between authentic and counterfeit products bearing their intellectual property.

Thank you to the following companies for sponsoring our Health and Coffee Conference Starter and Breaks: AAgent+ Cleaner and Protectants, Canadian Anti-Counterfeiting Network (CACN) , INCOPRO and Continental Enterprises.

Thanks to our Day 2 working lunch sponsors Backlit Resource Group Inc. and Epstein Drangel LLP. Additionally, what conference would be complete without the highlighted networking event that is the Annual Reception. Those that continue to attend always appreciate the value of this evening, where attendees can intermingle and help foster new and old relationships. It is always exciting to see attendees from around the globe getting together. This event would not be possible if not for the sponsorship from Arochi & Lindner, Cytelligence and Kestenberg Siegal Lipkus LLP. Thanks to Terry and Lorne Lipkus for continuing to host this reception at their home, for the 23rd time!

Thanks also to our Day 3 sponsors of a wonderful Continental Brunch, Cassels Brock LLP Lawyers.

The Fraud and Anti-Counterfeiting conference has always been an ardent supporter of various charities and thanks to the generosity of the attendees and brand owners the conference has raised a substantial amount over the years. Due to the recent disaster caused by Hurricane Dorian this year the conference was pleased to help The American Red Cross and donate all the proceeds raised to them in their assistance to help those in the Bahamas affected by Hurricane Dorian.

See you next year!

SAVE THE DATE

Oct 14 - 16, 2020

SIGN UP EARLY FOR THE 25th ANNUAL FRAUD & ANTI-COUNTERFEITING CONFERENCE

Contact Wayne at wlipkus@ksllaw.com

N.A.T.E.'s

Anti-Counterfeiting Report

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Wayne Lipkus

Published by

Lorne M. Lipkus

Kestenberg Siegal Lipkus LLP

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WWW.KSLLAW.COM

A special thanks of
appreciation to all those who donated to the silent auction.
We managed to raise

\$2,000.00

which was donated to

The American Red Cross

to help people recover from those affected by Hurricane Dorian.

SPECIAL THANKS TO ALL OUR PANELISTS**Opening Remarks and Keynote Addresses - Invited Speakers****Counterfeiting 2019—Where are we and where do we want to be?**

Host: Lorne M. Lipkus, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Keynote Speakers:

- ➲ **His Excellency Claudio Taffuri**, Ambassador of Italy to Canada, Ottawa, Ontario
- ➲ **Supervisory Special Agent Benjamin S. Lifsey**, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC



SPECIAL THANKS TO ALL OUR PANELISTS**Counterfeit Medicines****Moderator: Dani Peters**, Alliance for Safe Online Pharmacies, Magnet Strategy Group, Toronto, Ontario

Panelists:

- **Dan Zsido**, National Education & Training Director with NADDI (National Association of Drug Diversion Investigators, St. Petersburg, Florida, USA);
- **May Cheng**, Partner, Osler, Hoskin & Harcourt LLP, Chair, Toronto, Ontario



SPECIAL THANKS TO ALL OUR PANELISTS

Crime Stoppers - Dealing with Illicit Trade

Dave Forster, President of the Canadian Crime Stoppers Association, Toronto, Ontario



SPECIAL THANKS TO ALL OUR PANELISTS**Borders: International, National and Local Cooperation to Keep the Flow of Counterfeits Out**
Moderator: Georgina Starkman Danzig, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Janice M. Bereskin**, Partner, Bereskin & Parr LLP, Toronto, Ontario
- **Fabrizio Martinelli**, Guardia di Finanza Attaché – Italian Embassy Ottawa, Ontario
- **Daniel B. Hittner**, HSI Representative, Homeland Security Investigations, US Consulate General, Toronto, Ontario
- **Diana Karina Martinez**, Partner, Arochi & Lindner, México City, México
- **David S. Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario



SPECIAL THANKS TO ALL OUR PANELISTS

Fraud Preparedness: Is Your Business/Workplace Safe from Fraudsters?

Moderator: Cameron Field, Manager, Special Initiatives and Training, Enterprise AML Office, BMO Financial Group, Toronto, Ontario

Panelists:

- **Daniel Tobok**, CEO, Cytelligence Inc., Toronto, Ontario,
- **Brian Augustyniak**, Director, 20/20 Information Inc., Toronto, Ontario
- **Brigeeta C. Richdale**, Partner, Cassels Brock & Blackwell LLP, Vancouver, British Columbia
- **Dwayne King**, Senior Manager Advisory Services, Grant Thornton LLP (Canada), Toronto, Ontario
- **David S. Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario



SPECIAL THANKS TO ALL OUR PANELISTS

Online Fraud: Detection, Investigation, Enforcement and Ethical Issues**Moderator:** **Melissa Tarsitano**, Kestenberg Siegal Lipkus, LLP, Toronto, Ontario

Panelists:

- **Gord Jamieson**, Head of Visa Canada Risk Services, Visa Canada, Toronto, Ontario
- **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- **Gul Mo**, Backlit Resource Group Inc., Toronto, Ontario
- **Spencer Yu**, Director, INCOPRO, San Francisco, CA, USA



SPECIAL THANKS TO ALL OUR PANELISTS

The Cyber World and Counterfeitors:**Moderator: Casey Chisick, Partner, Cassels Brock & Blackwell LLP, Toronto, Ontario**

Panelists:

- **Daniel Tobok**, CEO, Cytelligence Inc., Toronto, Ontario,
- **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- **David S. Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario



SPECIAL THANKS TO ALL OUR PANELISTS

Canadian Money: The New Frontiers**Moderator:** Lorne M. Lipkus, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Sgt. John McMath**, RCMP Financial Crime Counterfeit Coordinator (Ontario), RCMP, Milton, Ontario
- **Nish Vairavanathan**, Bank of Canada Representative, Toronto, Ontario
- **Special Agent in Charge, Robert Lamour**, United States Secret Service, US Embassy, Ottawa



SPECIAL THANKS TO ALL OUR PANELISTS

Getting the Job Done—Who is Here to Help? Part 1**Moderator:** Paul Lomic, Lomic Law, Toronto, Ontario

Panelists:

- **Latika Mogla**, Operational Leader, Strategic Direction and Integration, Canadian Food Inspection Agency, Toronto, Ontario
- **Daniel B. Hittner**, HSI Representative, Homeland Security Investigations, US Consulate General, Toronto, Ontario
- **Edward Nagel**, nagel + associates, Toronto, Ontario
- **Greg Gard**, Investigator, Investigative Solutions Network Inc., Toronto, Ontario
- **Det. Robert Whalen**, Toronto Police Service, 55 Division, Toronto, Ontario



SPECIAL THANKS TO ALL OUR PANELISTS**Getting the Job Done—Who is Here to Help? Part 2****Moderator:** **Georgina Starkman Danzig**, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Supervisory Special Agent Benjamin S. Lifsey**, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC
- **Michael LeMieux**, Yellow Brand Protection, Boston, MA, USA
- **Brian J. Resler**, Assistant Deputy Chief - Litigation, Computer Crime and Intellectual Property Section (CCIPS), Criminal Division, U.S. Department of Justice, Washington, DC, USA
- **Mark Schonfeld**, Partner, Burns & Levinson LLP, Boston, MA, USA



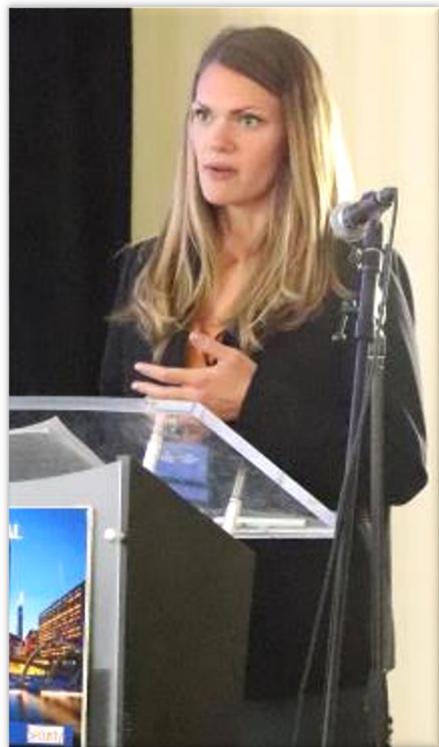
SPECIAL THANKS TO ALL OUR PANELISTS

Getting the Job Done—Who is Here to Help? Part 3

Moderator: Kerry Brownlee, Epstein Drangel LLP, New York, NY, USA

Panelists:

- **Paul Stella**, Manager - Collision Repair & Refinish, Toyota Canada Inc., Toronto, Ontario
- **Diego Cervieri**, Cervieri Monsuarez & Asoc., Montevideo, Uruguay
- **Susanne Teixeira**, Spin Master, Toronto, Ontario
- **Brieanne Scully**, Epstein Drangel LLP, New York, NY, USA



SPECIAL THANKS TO ALL OUR PANELISTS

Privacy issues and Interacting with Unrepresented Parties in Civil and Criminal Cases

Moderator: Ron Dimock, Partner, DLA Piper, Toronto, Ontario

Panelists:

- **Gil Lan**, Associate Professor, Law and Business Department, Ted Rogers School of Business Management, Ryerson University, Toronto, Ontario
- **Deborah Greaves**, Partner, Brutzkus Gubner Rozansky Seror Weber LLP, Woodland Hills, CA, USA
- **Angelo Matassa**, Data Protection Officer and 231/01 Compliance Expert Consultant, Rome, Italy



SPECIAL THANKS TO ALL OUR PANELISTS

Privacy issues and Interacting with Unrepresented Parties in Civil and Criminal Cases

Moderator: Georgina Starkman Danzig, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Raymond G. Leclair**, Vice-President, Public Affairs, Lawyers' Professional Indemnity Company (LAWPRO®), Toronto, Ontario
- **Det. Robert Whalen**, Toronto Police Service, 55 Division, Toronto, Ontario
- **Michael .R. E.**, Backlit Resource Group Inc., Toronto, Ontario



SPECIAL THANKS TO ALL OUR PANELISTS

Resources: Industry, Agencies & Organizations**Moderator:** Georgina Starkman Danzig, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Nils Juppe, Liaison Officer**, Seized Property Management Directorate (SPMD), Public Services and Procurement Canada (PSPC), Ottawa, Ontario
- **John Anderson**, Chairman, The Global Anti-Counterfeiting Group London, UK
- **David S. Lipkus**, Chair, International Trademark Association (INTA), Canada Subcommittee of Anticounterfeiting Committee and Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario



SPECIAL THANKS TO ALL OUR PANELISTS

Resources: Industry, Agencies & Organizations

Moderator: Shane Hardy, Partner, Cassels Brock & Blackwell LLP, Toronto, Ontario

Panelists:

- **Sundeep Chauhan**, Vice President & Senior Counsel – Global Content Protection, MPAA/MPA-Canada and Past Chair of Canadian Anti-Counterfeiting Network, Toronto, Ontario
- **Dale Ptycia**, Ptycia Group Licensing, Ottawa, Ontario
- **Jeff Rojek**, Associate Professor, School of Criminal Justice, Director of the Center for Anti-Counterfeiting and Product Protection, (A-CAPP), Michigan State University, East Lansing, Michigan, USA



SPECIAL THANKS TO ALL OUR PANELISTS

Creative Tactics involving Fraud/Counterfeiting Cases

Moderator: Lorne M. Lipkus, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Jeff Rojek**, Associate Professor, School of Criminal Justice, Director of the Center for Anti-Counterfeiting and Product Protection, (A-CAPP), Michigan State University, East Lansing, Michigan, USA
- **Jacob Mendelsohn**, Mendelsohn & Associates, P.C., Indianapolis, IA, USA



BRAND TRAINING

The following brands were represented by Brand Training. While most of the training was done by Kestenberg Siegal Lipkus LLP, we were appreciative to have had representation from Apple Inc. by Leah Caras and from Puma by Juliana Souza.

Apple
Bauer
Beats by Dre
Bottega Veneta
Calvin Klein
Canadian Hockey Association
Canon
Chanel
Coach
Coty
Crocs
Gucci
JUUL
Kate Spade
Lacoste.
Louis Vuitton / Celine / Dior / Givenchy / Marc Jacobs
New Era Cap
Nike International, Ltd.
OtterBox
PopSockets
Puma
SanDisk/Western Digital
Sanrio
Stuart Weitzman
Supreme
The North Face / Jansport / Lee / Dickies / Wrangler / Kipling, Reef / Rock & Republic / Smartwool
Timberland
Toyota / Lexus
Vans
World Wrestling Entertainment
Yves St. Laurent (YSL)



Leah Caras
Apple Inc.



Juliana Souza
Puma

SPECIAL THANKS TO OUR PRODUCT DISPLAYS

A special thanks of appreciation to

Tequila Tromba®

for hosting an amazing Tequila tasting
at the opening reception.



SPECIAL THANKS TO OUR PRODUCT DISPLAYS



SPECIAL THANKS TO OUR DIAMOND SPONSORS



SPECIAL THANKS TO OUR PLATINUM SPONSORS



SPECIAL THANKS TO OUR GOLD SPONSORS



SPECIAL THANKS TO OUR SILVER SPONSOR

